



GRASS

ROUTES

The Alberta cattle producer newsletter.

Inside

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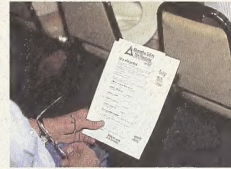
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Agreement reached to end Tripartite

Industry chooses to protect trading environment

Federal and provincial agriculture ministers recently agreed to terminate the National Tripartite Stabilization Program (NTSP) for beef cattle no later than December 31, 1993 conditional upon an agreement for 1994. The decision was reached at the federal/provincial agriculture ministers meeting early July in Charlottetown, P.E.I.

Both the Alberta Cattle Commission (ACC) and the Canadian Cattlemen's Association (CCA) have lobbied extensively for termination of the program. The decision to end the NTSP was based on recommendations by the CCA and ACC as well as input received by producers at meetings held across Canada in June.

Len Vogelaar, ACC delegate and Alberta's executive director to the CCA, was invited to participate as a special member of the Alberta government delegation to the agriculture ministers

meeting. Vogelaar reviewed the importance of north/south trade to the beef industry and why it is necessary to end the NTSP before any further payments are made.

"The decision to end NTSP recognizes the increasing importance of export markets to the beef cattle industry and the need to preserve unencumbered access to the U.S. market," says Vogelaar.

"The growing bilateral trade necessitates a compatible policy environment with our largest trading partner and a shift in focus to competitive issues."

Even a small U.S. countervail stemming from a NTSP payout could cost the Canadian beef industry millions annually with most of the burden borne in Alberta.

See **Protecting trade access**, Page 2

Did you know?

Approximately one dollar of every ACC check-off payment goes for national and provincial beef promotion programs. With this funding, the beef industry runs significant national advertising campaigns, generating more than \$15 per head additional return.

ACC working for a producer check-off vote

Negotiations are ongoing for the basis of a producer vote on the Alberta Cattle Commission's (ACC) non-refundable check-off. Initial details are as follows.

The ACC will hold its usual number of approximately 45 producer and election meetings throughout the province October 25 - November 12.

Alberta Agriculture is currently finalizing a producer vote proposal that would see separate

information meetings and polling stations organized and conducted by Alberta Agriculture. Alberta Agriculture extension staff will chair the meetings and act as deputy returning officers.

"The ACC continues to work diligently to ensure that a fair and credible process is developed to provide all cattle producers with an opportunity to state their opinion on the check-off question," says ACC Chairman Larry Sears.

Strength from the ground up.

Proposed WGTA reforms incomplete

The ACC has expressed concern with the federal government's proposed reforms to the Western Grain Transportation Act (WGTA). Alberta cattle producers have lobbied to have the inequities in the current legislative framework removed so that Western farmers can make their own production and marketing decisions. The government's proposals will not resolve these distortions if farmers who produce crops destined for export continue to receive a generous subsidy at the expense of other crops and other markets. Those involved in attempting to diversify the Prairie economy and create more value added agricultural industries would continue to be penalized by the WGTA reforms. The ACC has communicated its willingness to work with the government to bring about meaningful reform to the current system and will be submitting a brief to the WGTA Producer Payment Panel.



Scientists form media response teams

A new network dedicated to ensuring accurate and factual reporting of animal agriculture issues in the news media has been established.

The Canadian Society of Animal Science (CSAS) is a professional society made up predominantly of specialists, scientists and university professors working in fields related to animal production.

"As scientists, we are concerned that some of the information being presented by the news media on animal related issues is not always completely factual," says Phil Thacker, CSAS president and a

professor with the department of animal and poultry science, University of Saskatchewan.

"To improve access of media to factual scientific information, we have put together a list of experts in subject areas related to the livestock industry."

Thirteen response teams have been established related to all areas of animal production. Each team consists of a chairman/spokesperson and at least five scientists who are leading authorities in the area and ready to answer media inquiries. Ross Gould of Alberta Agriculture is chairman of the CSAS beef response team.

The Alberta Cattle Commission promoted the formation of the media response teams and supplied information as well as spokespersons to the initiative.

"As professionals, we wish to ensure that the public has the benefit of the most accurate and balanced information when drawing their conclusions regarding animal related issues," concludes Thacker.

Protecting trade access (continued)

Efforts will now be focused on developing alternate approaches to the NTSP such as new income-based support programs as allowed under the Dunkel proposal in the current round of multilateral trade negotiations (GATT).

One government program being proposed is a new income stabilization program that would be based on the value added or gross margin arising from farm sales.

This program could easily become a whole farm income stabilization program that could replace the flawed Net Income Stabilization Account program which was designed solely for the grain industry and is unfair in the way livestock producers are able to participate.

Another concept being investigated is a risk management agency that would be particularly useful to the beef cattle feeding industry.

This concept would see the development of an effective and voluntary mechanism for cattle feeders to hedge their risk of price reductions through options on futures contracts traded on the Chicago Mercantile Exchange. No government support would be needed once the agency was established.

The ministers have implemented a fast track feasibility study of the risk management agency with the goal of developing a pilot project.

Livestock investigators reintroduced

Alberta Agriculture has budgeted for the reinstatement of special livestock investigators to deter and investigate cattle thefts.

Over \$220,000 has been allocated to the program which will be managed by the livestock marketing services division of Alberta Agriculture. Three RCMP constables will be contracted and strategically located across the province to investigate livestock thefts.

The program will be implemented once the government's proposed budget has been approved. The livestock investigators will operate for a three year probationary period at which time the program will be re-evaluated.

The Alberta Cattle Commission was involved in a committee that also included Alberta Agriculture, the Solicitor General's Department and the RCMP that recommended the reinstatement.



Perspective

THE ALBERTA FOUNDATION FOR ANIMAL CARE NEWSLETTER

Open for Business

Alberta Foundation for Animal Care launched

Volume 1

Issue 1

June 1993

Alberta livestock and poultry producers are responsible for the creation of the Alberta Foundation for Animal Care (AFAC), the latest in a growing network of foundations dedicated to the humane and responsible use of animals.

In Red Deer on June 24, Chairman and livestock producer Randy Archibald said, "AFAC has been created by producers in response to public and producer needs for a liaison body with respect to animal care issues."

Urban dwellers are far removed from modern farm practices and often are misinformed of the issues by news items about animal extremists. At the same time, there are some legitimate concerns with respect to animal care. Worldwide,

there is a trend to strict codes of practice for animal care, handling, transportation and processing.

AFAC is seeking the involvement of any organization with a vested interest in the humane care and use of

animals. By becoming involved with AFAC, industry members join a partnership of the concerned, and can contribute to communicating the industry's solid track record.

"Our mission is to foster an understanding of the humane care

and responsible use of animals, whether that be in the food, fiber and by-products industries, in research or for work, recreation and companionship," says Archibald. "We can achieve our objectives through education, dialogue and face-to-face honest dealings."

"Our mission is to foster an understanding of the humane care and responsible use of animals."

"We can achieve our objectives through education, dialogue and face-to-face honest dealings."

Let's Communicate

Our goal is communication: two-way and constructive

AFAC's main objective is to educate and inform the general public and producers about animal care issues and standards for a responsible animal industry.

To this end, the organization has prepared a communications package including logo, brochure, and newsletter.

"The hands which form the logo illustrate care and shelter, and also that the future of the industry is in our hands. Our foundation can further the ethical care of animals and work of producers while addressing the concerns of

consumers," says Joanne Lemke of AFAC's communications committee.

The newsletter name 'The Perspective' was chosen as it states the balanced intent of the foundation.

"We'll be updating members about events and issues. We will track misinformation and put a stop to it. We will share farm practices with the public and we'll work with other member organizations to make sure producers understand the issues and follow the codes of practice," says Bob Krueger director of AFAC and livestock producer.



ALBERTA
FOUNDATION FOR ANIMAL
CARE

Standards for a Responsible Animal Industry

AFAC and SPCA Join Hands

AFAC is pleased that the SPCA has agreed to enter into a working relationship with them.

"The SPCA and the RCMP have a legal mandate to enforce the law respecting animal care violations," says Ken Rempel, vice chairman of AFAC. "The SPCA is delighted to have an organization which will be encouraging peer counseling on animal care issues. They're also keen on our development of ethical Codes of Practice."

AFAC Founding members:

Alberta Agriculture
Alberta Cattle Commission
Alberta Egg Producers Board
Alberta Hatching Egg Marketing Board
Alberta Pork Producers Development Corp.
Alberta Sheep and Wool Commission
Alberta Milk Producers Society
Alberta Chicken Producers
Alberta Turkey Growers' Marketing Board
Western Stock Growers Association
Unifarm

Spreading the facts: a worldwide effort

Groups are taking action to counter misinformation

Around the world, people involved with animal agriculture are speaking out. They're producing facts to counter the misinformation being spread about the treatment of animals in agriculture and research.

In Canada, the Ontario Farm Animal Council started the process with a publication called **'Food For Thought,'** which set the record straight on animal care and handling.

The Alberta Cattle Commission and Canadian Cattleman's Association, published **'Just Facts,'** a booklet that debunks the many myths surrounding the cattle industry's impact on the environment.

Half a world away, the same concerns are evident. The Australian Meat Research Corporation decided to investigate Jeremy Rifkin's much publicized book, **'Beyond Beef'** which attacks the meat industry.

They contracted Bill Sykes, a veterinarian, to provide a response. In a recent interview with him, Susan Kitchen of AFAC's office reports, "Dr. Sykes found Rifkin frequently took his references out of

context. Rifkin's credibility is countered in Sykes' report and he has provided our office with a copy."

Dr. Sykes told AFAC that in the past 10 years there have been dramatic changes in the attitude of the Australian meat production industry.

"For instance, in the past, if a drought hit, it was acceptable to let the animals die. Now we have changed those practices.

"Also, no one can get a trucker's licence unless they take a course on animal welfare. This is an industry driven initiative," says Sykes.

Why AFAC? Why Now?

A balanced message is needed

In recent years there has been an increase in public concern over the use of animals in research and agricultural production. Events such as the anti-sealing campaign of some years ago galvanized public opinion and the subsequent outcry led to the complete destruction of the sealing industry. Similar changes are occurring in the fur industry.

Agricultural animal producers have always been cognizant of the need for humane treatment of animals, and the vast majority of producers treat their animals well. However there is a need to communicate public concerns and new information about animal care issues to producers, and AFAC will assume that responsibility.

SPCA's Farmer of the Year Award

'Turkey Lady' triumphs

The Alberta SPCA selected Maria Diamond of Didsbury as this year's award recipient. Maria is a second-generation turkey farmer. She and her husband Bruce raise almost 85,000 kg of turkey a year.

Maria's humane husbandry methods ensure that her turkeys are healthy and comfortable throughout the growing cycle. She has become known as 'the turkey lady' in the district, by the many school children who have visited her farm to see how the birds are raised.

Aside from her work on the farm, Maria is also a special needs assistant in Alberta schools.



For more information or to become an AFAC member, contact:
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Alberta Foundation for Animal Care
#310-3016-5th Ave NE
Calgary, AB T2A 6K4

phone: (403)299-2675 fax: (403)299-2670

Beef INFORMATION CENTRE



CANADA BEEF

OFFICIAL SUPPLIER TO
CANADA'S OLYMPIC TEAMS

© Official Mark © Canadian Olympic Association 1992

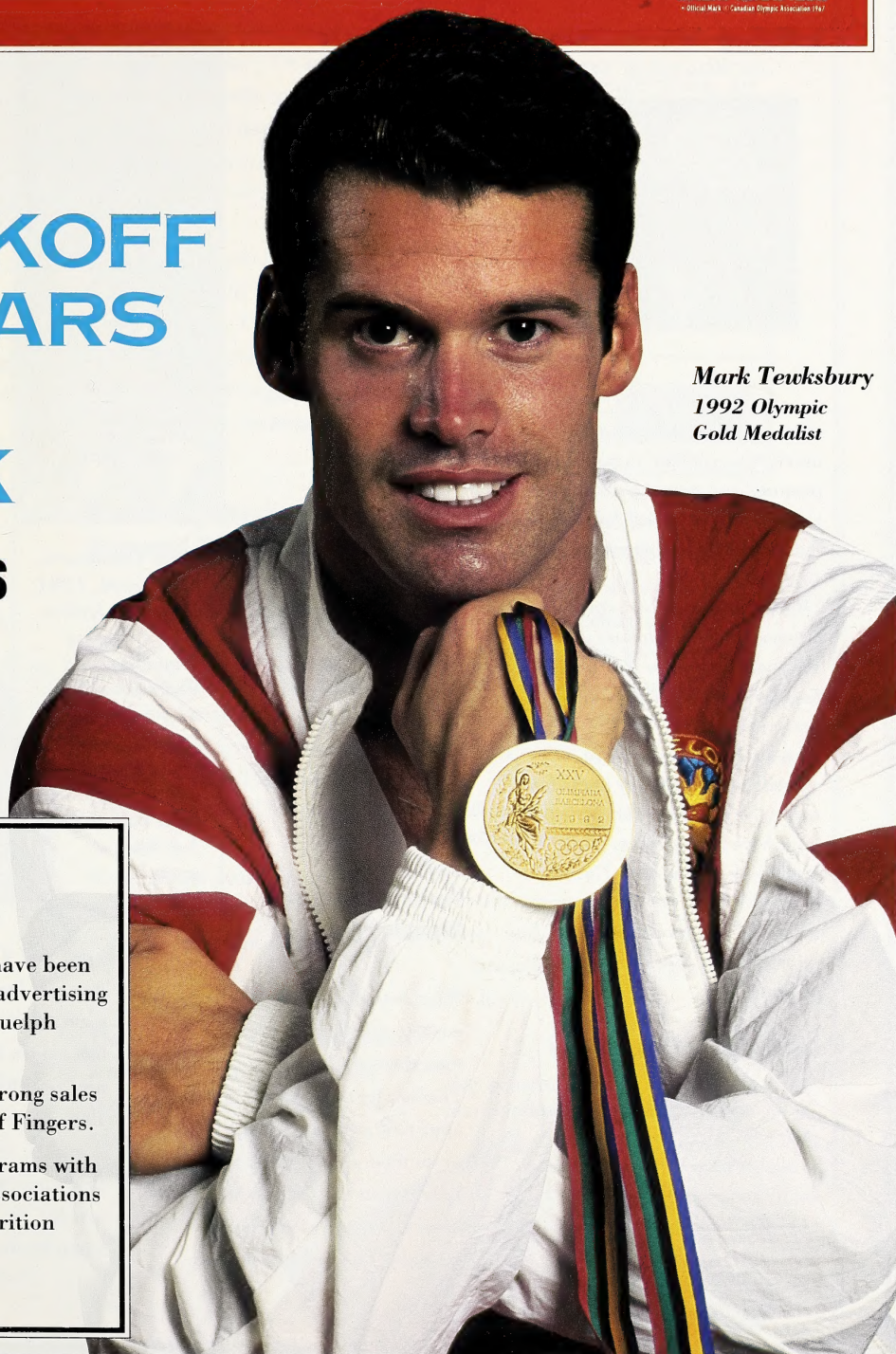
BEEF CHECKOFF DOLLARS AT WORK

*Mark Tewksbury
1992 Olympic
Gold Medalist*

**" BEEF TURNS
IRON
INTO GOLD "**

Highlights

- Farmgate prices would have been 6% lower without B.I.C. advertising concludes University of Guelph study.
- Quinte Meats forecast strong sales of their new product, Beef Fingers.
- B.I.C. partnership programs with key health professional associations communicate positive nutrition message.



REACHING CONSUMERS THROUGH HIGH-PROFILE ATHLETES

B.I.C.'s aim is to improve consumer attitudes about beef to maximize beef demand.

A Message from the Chairman



"Successful promotion and marketing are vital to maintain beef demand and return a profit to producers," says Neil Jahnke, National B.I.C. Committee Chairman.

"By working together, cattlemen can pool checkoff dollars and have the power to deliver a strong, focused and effective national program.

"Astounding changes have overtaken the industry in the last twenty years. Nutrition concerns have been the big issue, and B.I.C. is winning on this one. However, there is no time to relax. Environment, food safety and animal rights issues are gaining ground."

Strengthening the Industry

"B.I.C.'s marketing strategy and policy are set by a 13-member producer committee representing each funding province or region. Our decisions are based on eleven years of sound consumer research."

We Have a Lot More to Do

"However, B.I.C. is faced with shrinking budgets and increased costs," points out Jahnke. "This has resulted in the reduction of programs. A 50% increase in the advertising budget is necessary just to bring advertising back to the mid-80's level.

"Long-term commitment is very important when building demand. Satisfying customer needs is the bottom line for a viable beef industry. Producers must be committed with promotional checkoff dollars to continue the successes of the past."

Beef for Peak Performance... An Olympic Promotion

What better way to demonstrate the positive role beef plays in our diet than through Canada's top athletes. That is why the B.I.C. Committee approved a comprehensive Olympic promotion which established the beef industry as Official Supplier of Meat to Canada's '92 Olympic athletes. Inspired by their '88



Josée Chouinard, from Laval, 1991 Canadian Ladies Figure Skating Champion and spokesperson for beef in French Canada, says, "Ever since I was a little girl, I have been eating beef 3-4 times a week."

Olympic experience, the Alberta Cattle Commission provided an additional \$500,000 in funding towards this 1.2 million dollar project.

A golden spokesperson for beef: Mark Tewksbury, '92 Olympic Gold Medalist, shares his experience: "I wanted to be very lean, because pound for pound I wanted to be stronger in the water, so I cut red meat out of my diet for about two years and my iron levels got so low I could barely keep awake. I was borderline anaemic, so I brought red meat back into my diet three or four times a

week and if I prepare it the right way and buy the right cuts of meat, it's just as lean as chicken or fish, so it's been very important to me." — Dini Petty Show, January 1992.

Beef's iron message is the focus of new fall '92 TV and print ads featuring Mark Tewksbury.

REACHING CONSUMERS THROUGH ADVERTISING



Advertising Works

Just over 50% of B.I.C.'s budget is spent on advertising — TV and magazines. Why? Television advertising reaches the largest audience most cost effectively. It also obtains the best results.

Evaluation by an independent research house shows that both attitudes and use of beef are better among those who are aware of beef advertising, especially TV ads.



"The B.I.C. producer committee carefully analyses each year's consumer research findings. Based on those results, decisions are made regarding next year's programs. We have found advertising to be the most effective tool for communicating our message," states Mabel Hamilton, a cattle producer

and B.I.C. Committee member from Innisfail, Alberta. "TV advertising allows us to visually convey beef's great taste and versatility while reassuring shoppers that beef is healthy and nutritious," says Hamilton.

"The magazine ads reinforce the message especially with people who watch very little TV. Research shows the two work well together. Whenever magazines or TV have been used alone, the results are not as effective."

Advertising Effectiveness Measured Three Ways:

1. Advertising Awareness and Message Recall:

- 55% of consumers can recall B.I.C.'s advertising
- 60% can identify slogan "It's Leaner than you Think" and "So What's your Beef?"

Main message consumers recall:

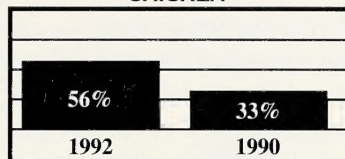
- Beef is healthy/good for you
- Beef is lean/leaner than before

2. Attitude Improvements:

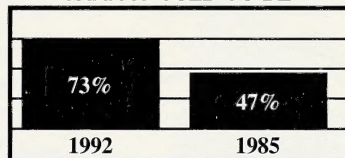
The objective of B.I.C.'s advertising is to improve consumer attitudes toward beef's healthfulness — the number one reason for reduced consumption.

Consumer attitude changes:

"TODAY'S BEEF IS AS LOW IN FAT AND CHOLESTEROL AS CHICKEN"



"TODAY'S BEEF IS LEANER THAN IT USED TO BE"



3. Return on Investment:

1992 research by Goddard and Chye, University of Guelph, concludes: the return on beef advertising for the producer is positive and significant, falling within a dollar range of 5 to 1 and 16 to 1.

Without B.I.C. Advertising Goddard says:

- retail prices would have been 7% lower; and,
- farmgate prices would have been 6% lower.

Beef print advertising appears in four national magazines.



REACHING CONSUMERS THROUGH SPORT NUTRITION

"I've got a great beef story to tell."

— Mark Tewksbury



Sport Nutrition for the Athletes of Canada (SNAC)

In co-operation with the Sport Medicine Council of Canada, B.I.C. developed a nutrition program for Canada's athletes. The program includes workbooks for athletes, manuals for coaches, workshops and a motivational video.

The extensive program took three years to develop and the launch tied in perfectly with B.I.C.'s Olympic promotion.

Pat Scarlett, B.I.C. Nutrition Co-ordinator, says, "Years ago, B.I.C. recognized the need to help athletes understand the importance of good nutrition in maximizing sport performance. We believed athletes needed a balanced diet, and we wanted to convey the key role beef plays."



Dr. Marielle Ledoux, Chairman, Sport Nutrition Advisory Council, speaking at two launches to introduce SNAC, said: "Except for heredity and training, no single factor plays a bigger role in the quality of athletic performance than diet. About one-third of athletes have insufficient iron stores." Ledoux states, "High quality heme iron found in meat is more easily utilized by the body. As an added bonus, meat in the diet increases the absorption of iron from other foods."



Sports stars gave the SNAC program high profile and national TV publicity on Canada AM and the Dini Petty Show.

The athletes interactive workbook is in the hands of 850 Canadian athletes competing at the international level and 1,100 coaches.

Exceeding Expectations

Marilyn Booth, from the Sport Medicine Council of Canada, says, "The Council has received many compliments and inquiries about the new workbooks and video. The Coaching Association of Canada has asked to use the workbook as a key part of their sport nutrition training for coaches."

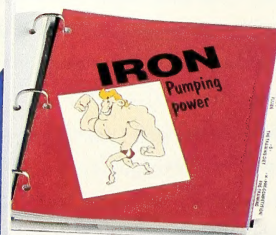
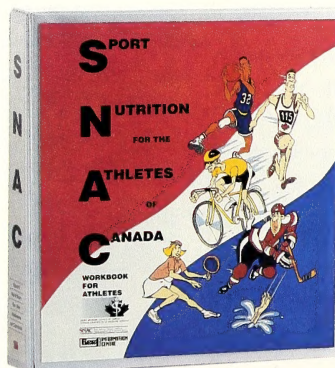


Mary Appleton, Executive Director of the Commonwealth Games Association of Canada, says: "May I both congratulate and thank you. The workbook is an excellent resource for both athletes and coaches. Your support of the program is much appreciated."



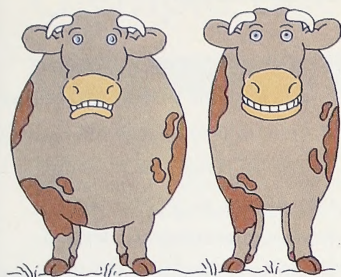
Olympic materials were featured in over 2,000 retail stores during both Winter and Summer Olympics.

1.4 million copies of this Olympic brochure were distributed through *Maclean's* magazine, retail and foodservice promotions.



REACHING CONSUMERS THROUGH PARTNERSHIPS WITH HEALTH PROFESSIONALS

Nutrition - Performance Based on Credibility



**TODAY'S BEEF
50% LEANER
21% LOWER IN
CHOLESTEROL**

The key element in turning around the misconceptions about beef's perceived high fat and cholesterol content was getting Health and Welfare Canada to update their 50-year old U.S. based nutrient data. The proof that beef was leaner provided the ammunition to fight beef's main challenge, concerns about its healthfulness.

While advertising is the main vehicle for getting this message to the public, partnerships with influential health professional groups are essential to establish credibility.



Partnership with the Canadian Cancer Society

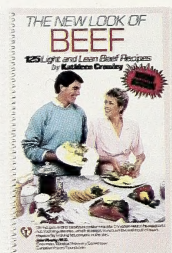
Enjoy Beef the Low-fat Way was

developed with the Canadian Cancer Society and is being widely distributed by the Society, the Heart and Stroke Foundation of Canada, doctors and dietitians.



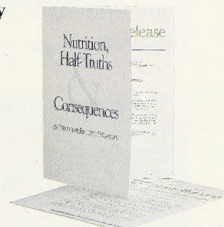
Partnership with the Heart and Stroke Foundation

Teamwork with the Heart and Stroke Foundation of Canada resulted in a beef cookbook and restaurant promotions.



Partnership with the Canadian Dietetic Association

A cross-Canada media tour with dietitian, Helen Bishop MacDonald, resulted in very positive publicity for beef. 59 radio and TV interviews and 26 articles in daily newspapers, with a total circulation of 2.8 million, gave B.I.C. media coverage at a value of \$427,600.



NUTRITION BUILDING ON STRENGTH

Diet-health issues are the main reasons for cutting back on serving beef. For that reason, nutrition is the focus for all B.I.C. programs.

REACHING CONSUMERS AT THE MARKETPLACE

*Today's consumer demands good value, high quality,
and convenient food products.*

B.I.C. Committed to Beef Quality

B.I.C. has been actively involved in the recent grading change. Findings from a major beef quality study in 1987 initiated the revisions in an



effort to provide consumers with a more consistently tender product. B.I.C. has developed information programs on grading for retailers, consumers and foodservice operators.

Holiday Inn Plans Major Canadian Beef Promotion

As a result of B.I.C.'s foodservice efforts, 26 Commonwealth Holiday Inns across Canada agree to purchase only Canadian beef. A switch from using U.S. No Roll (ungraded beef) to Canadian beef

amounts to over 180,000 kg of beef (approximately 400,000 lbs) with an estimated value to the Canadian beef industry of over 1.5 million dollars.

Winning with New Products

"Without doubt, Beef Fingers will be the success story of the next two years," says Robert Rutter from Quinte Meats, Wellington, ON. "We forecast sales at one-half million dollars."



B.I.C.'s research was responsible for the development of Beef Fingers,

and B.I.C. has worked closely with Quinte Meats in promoting the product. The Beef Fingers are presently on the menu in the



SkyDome Skyboxes in Toronto and a retail product is being introduced.

Retail: Addressing the Consumer's Need for Information

Consumers need information on how to cook the various cuts of beef. B.I.C. works regularly with retailers to provide recipes and cooking information, as well as other promotional materials. 60% of shoppers are aware of B.I.C.'s point of sale materials and in-store research shows recipe stickers can increase sales 10 to 50%.

B.I.C. OFFICES

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MANITOBA
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Winnipeg, R3J 0K8
(204) 832-9007

ONTARIO
590 Keele St., #422
Toronto, M6N 3E3
(416) 766-2787

QUEBEC
110 rue de la Barre, Suite 214
Longueuil, J4K 1A3
(514) 463-3267

MARITIMES
Unit B, 209 Queen St.
Truro, N.S., B2N 2B6
(902) 895-0450





Olympic beef recipe contest

The Beef Information Centre (BIC) is planning a new beef promotion that directly involves consumers in a nationwide television recipe contest. The Olympic recipe contest will feature beef recipes submitted by consumers which will be judged by guest celebrities on the popular talk show *Dini Petty*.

As a grand prize, the BIC is negotiating with CTV to provide a trip to the Winter Olympics in Lillehammer, Norway.

To enter, contestants submit their favorite beef recipes that meet the criteria of being healthful plus quick and easy.

The contest will be promoted on the *Dini Petty Show* which airs in most major markets across Canada, and supported through a fall retail campaign in supermarkets.

The retail campaign will be featured in approximately 1,600 supermarkets across Canada. Rail cards, counter posters, contest entry folders with nutritional information, and package stickers will be

evident at meat counters.

The contest will run for a six week period starting early October. For the first two weeks, Dini will promote the contest, the theme and how to enter.

For the following four weeks, three beef recipes will be selected and prepared on the Friday show for Dini and a celebrity guest to taste and select the gold, silver and bronze medal winners. Each of the winners will receive beef as prizes. During the fourth week, the grand prize winner will be selected.

The *Dini Petty Show* will provide excellent positive coverage for beef and will complement the BIC's Winter Olympic advertising campaign.

Nomination deadline coming fast

Eligible cattle producers are welcome to run for the position of zone delegate in the upcoming Alberta Cattle Commission (ACC) elections. Nominations forms are available from zone directors or the ACC office and should be postmarked no later than August 27, 1993. If you are thinking about it, but still have some questions, call your zone director. They'll be more than glad to help.

1. Larry Helland
792-2150 Lomond
2. Gary Brown
549-3787 Stavely
3. Jim Turner
932-5278 Cochrane
4. Harold Carter
386-2205 Kinsella
5. Wilbur Stewart
876-2784 Big Valley
6. Arnold Hanson
336-2598 Viking
7. Fred van Ingen
942-2189 Redwater
8. Karl Schneider
763-2447 Mannville
9. Bob Balisky
957-2247 Debolt

If you are not sure what zone you are in, call the ACC office in Calgary, 275-4400.

Animal rights protest in cattle producers' backyard

A handful of animal rights demonstrators dressed in cow, pig and chicken costumes hounded conference registrants and roamed downtown restaurants and grocery stores confronting diners and purchasers of meat during a recent international animal production conference in Edmonton.

The costumed demonstrators who carried "meat stinks" and "meat is murder" signs and banners were from People for the Ethical Treatment of Animals (PETA), the same group that sponsored the k.d. lang anti-meat campaign.

Besides demonstrating on the opening morning of the conference, PETA also purchased a large ad in the Edmonton Journal depicting an overweight man with the slogan "the meat industry gets rich, all you get is fat...go vegetarian before you explode".

PETA airlifted the three professional protesters from the United States to head the campaign against the World Conference on Animal Production. The demonstration had little effect on the 700 govern-

ment and industry officials from 72 countries who attended the conference.

PETA is an American based animal rights organization with 350,000 members and an annual budget of \$10 million. Besides promoting vegetarianism, PETA wants to ban ranching, dairy farming, zoos, rodeos, circuses, hunting, fishing, fur and leather products and even keeping pets.

The Alberta Cattle Commission (ACC) worked behind the scenes to manage media interest in the story. The ACC was able to provide conference organizers with information and tactical strategies to deal with the protesters. The ACC responded to media inquiries providing background information on PETA and the animal rights activist movement. These non-confrontational strategies successfully defused PETA's sensationalistic tactics.

Consequently media response to the campaign was limited to the Edmonton region and was largely neutral or favorable.



CITT decision implemented

The Canadian Cattlemen's Association (CCA) is pleased that the government has acted swiftly in adopting the recommendations of the Canadian International Trade Tribunal.

On June 21 the government announced that they would implement a tariff rate quota immediately. The quota will allow imports of 48,014 tonnes of boneless beef into Canada from May 1 to December 31, 1993 at a regular tariff rate of 4.41 cents per kilogram.

This quantity was exceeded in mid July and all additional imports are now subject to an additional tariff of 25 per cent. Under the free trade agreement the United States is exempt from the tariff which mostly affects beef from Australia and New Zealand.

Australia expressed its opposition to the ruling at the Cairns Group meeting of food exporting countries calling the decision "regrettable and unjustified". The Australian Meat and Livestock Corporation has appealed the ruling in Canadian

federal court. However, the CCA is confident that the ruling will be upheld.

Continental barley market

The CCA supports the federal government's announcement of a continental barley market and commends the movement towards freer trade and increased producer control of marketing decisions. Federal Agriculture Minister Charles Mayer announced that effective August 1, western barley producers will have the choice of marketing feed and malting barley either privately or through the Canadian Wheat Board. The Board will continue to market all barley sold outside of North America.

Cattlemen '93

Send in your registration form to attend Cattlemen '93, being held August 11-13 at the Westin Hotel in Calgary. The theme of the convention is "Building Partnerships" and will feature speakers from the federal government, media and the U.S. National Cattlemen's Association. Don't miss this opportunity to attend a panel discussion on product development or workshops on foreign trade, market outlook and environmental issues. To register, call Gina Grosenick at 244-2340.

Cab. shuffle quality,
Federal Ag.
Minister Char
Mayer emerged f.
the recent cabinet
shuffle with an
expanded portfolio,
Minister of Agricul-
ture and Agri-Food.
The agriculture
minister will assume
the duties of the food
products branch of
the industry depart-
ment, and the food
division of the
department of
Consumer and
Corporate Affairs -
the branch that
regulates food
packaging and
labeling.

Market Watch by:



Canadian Beef Export Markets

	1992	\$	tonnes	
1. U.S.	370,700,600	134229	(93%)	
2. Japan	21,400,600	4558	(3%)	
3. Mexico	1,730,689	1129	(1%)	
4. Cuba	3,485,713	581		
5. Jamaica	254,592	362		
6. Trinidad	441,324	314		
7. Brazil	132,448	278		
8. Poland	172,325	244		
9. Chile	84,344	208		

Source: Agriculture Canada

MONTHLY AVERAGES FOR ALBERTA

	June average	May average	change	June 92 average	change
FED STEERS	87.97	94.60	-6.63	79.30	8.67
FED HEIFERS	86.38	92.99	-6.61	77.90	8.48
FEEDER STEERS					
300 - 400	136.05	136.04	0.01	116.00	20.05
400 - 500	130.04	121.29	-1.25	109.20	20.84
500 - 600	124.98	124.58	0.40	105.95	19.03
600 - 700	118.72	117.51	1.21	101.83	16.89
700 - 800	109.21	111.17	-1.96	95.10	14.11
800 - 900	102.40	104.15	-1.81	88.89	13.45
900 +	95.85	97.61	-1.76	84.19	11.66
FEEDER HEIFERS					
300 - 400	124.10	123.94	0.19	107.15	16.98
400 - 500	118.39	118.67	-0.28	102.72	15.67
500 - 600	113.24	113.83	-0.59	98.85	14.39
600 - 700	108.72	108.82	-0.10	93.36	15.36
700 - 800	104.13	103.65	0.48	89.17	14.96
800 +	97.35	97.54	-0.19	84.31	13.04

CANFAX is a non profit market information service that offers its members detailed weekly and monthly market reports and a member-only hotline to get up to the minute information. For more information call Anne or Keith at 275-5110.

ACC Market Information Service

Slaughter Cattle Information 274-4340
Feeder Cattle Information 274-4345

The Alberta Cattle Commission 216, 6715 - 8th St. N.E. Calgary, AB
T2E 7H7 275-4400 Mail Registration Number 116432